

WHAT IS CLAIMED IS:

1 1. A detection apparatus for the detection of a
2 media link embedded in a program comprising:
3 a tuner tuned to the program; and,
4 a meter coupled to the tuner and arranged to
5 detect the media link embedded in the program tuned by the
6 tuner.

1 2. The detection apparatus of claim 1 wherein
2 the tuner comprises a scanning tuner.

1 3. The detection apparatus of claim 2 wherein
2 the scanning tuner tunes to a plurality of channels, and
3 wherein the meter is arranged to detect media links from
4 programs carried in the tuned channels.

1 4. The detection apparatus of claim 1 further
2 comprising a program identifier, wherein the program
3 identifier is arranged to identify the program directly from
4 the media link.

1 5. The detection apparatus of claim 1 further
2 comprising a program identifier, wherein the program
3 identifier is arranged to identify the program by accessing
4 a content provider.

1 6. The detection apparatus of claim 1 further
2 comprising a program identifier, wherein the program
3 identifier is arranged to received a manual identification
4 of the program.

1 7. The detection apparatus of claim 1 wherein
2 the media link is a URL.

1 8. The detection apparatus of claim 1 wherein
2 the media link is a code referenced to a URL.

1 9. The detection apparatus of claim 1 wherein
2 the media link is a trigger.

1 10. A data acquisition system for the acquisition
2 of identifying data from a program comprising:
3 a tuner tuned to the program; and,
4 a meter coupled to the tuner and arranged to
5 capture first and second program identifying datum
6 identifying the program tuned by the tuner, wherein the
7 first program identifying datum is a media link embedded in
8 the program, and wherein the second program identifying
9 datum is a program identifying datum other than a media
10 link.

1 11. The data acquisition system of claim 10
2 wherein the tuner comprises a scanning tuner.

1 12. The data acquisition system of claim 11
2 wherein the scanning tuner tunes to a plurality of channels,
3 wherein the meter is arranged to capture media links from
4 programs in the tuned channels, and wherein the meter is
5 arranged to capture second program identifying data
6 identifying programs in the tuned channels.

1 13. The data acquisition system of claim 10
2 further comprising a program identifier arranged to identify
3 the program from the first and/or second program identifying
4 data.

1 14. The data acquisition system of claim 13
2 wherein the program identifier is arranged to identify the
3 program by comparing the first and/or second program
4 identifying data to corresponding first and/or second
5 reference identifying data.

1 15. The data acquisition system of claim 10
2 wherein the second program identifying datum is a signature
3 extracted from the program.

1 16. The data acquisition system of claim 10
2 wherein the data acquisition system is arranged to keep the
3 second program identifying datum only if the meter fails to
4 acquire the first program identifying datum.

1 17. The data acquisition system of claim 10
2 further comprising a program identifier, wherein the program
3 identifier is arranged to identify the program directly from
4 the media link.

1 18. The data acquisition system of claim 10
2 further comprising a program identifier, wherein the program
3 identifier is arranged to identify the program by accessing
4 a content provider.

1 19. The data acquisition system of claim 10
2 further comprising a program identifier, wherein the program
3 identifier is arranged to receive a manual identification of
4 the program.

1 20. The data acquisition system of claim 10
2 wherein the media link is a URL.

1 21. The data acquisition system of claim 10
2 wherein the media link is a code referenced to a URL.

1 22. The data acquisition system of claim 10
2 wherein the media link is a trigger.

1 23. The data acquisition system of claim 10
2 wherein the meter is arranged to capture the second program
3 identifying datum from the program only in the event that
4 the meter is unable to capture the first program identifying
5 datum from the program.

1 24. A program identification system comprising:
2 a tuner tunable to at least one of a plurality of
3 channels;

4 a meter coupled to the tuner, wherein the meter is
5 arranged to detect content ancillary information from a
6 program carried in a channel tuned by the tuner and to
7 extract a broadcast signature from the program; and,

8 a comparator arranged to compare the broadcast
9 signature to a reference signature, wherein the reference
10 signature is selected from a library of reference signatures
11 based upon the content ancillary information.

1 25. The program identification system of claim 24
2 wherein the content ancillary information is a media link.

1 26. The program identification system of claim 25
2 wherein the media link is a URL.

1 27. The program identification system of claim 25
2 wherein the media link is a code referenced to a URL.

1 28. The program identification system of claim 25
2 wherein the media link is a trigger.

1 29. The program identification system of claim 24
2 wherein the content ancillary information is closed
3 captioning information.

1 30. The program identification system of claim 24
2 wherein, if the broadcast signature does not have associated
3 content ancillary information, the comparator is arranged to
4 compare the broadcast signature to a reference signature

5 selected from a library of reference signatures based upon a
6 hash code.

1 31. The program identification system of claim 24
2 wherein the reference signature includes an identification
3 of the program.

4 32. The program identification system of claim 24
5 wherein the broadcast signature includes the channel and a
6 time at which the broadcast signature is extracted.

7 33. The program identification system of claim 32
8 wherein the reference signature includes an identification
9 of the program.

10 34. A method of clustering signatures comprising
11 the following:

- 12 a) extracting broadcast signatures from programs;
13 b) detecting content ancillary information from
14 the programs; and,
15

6 c) comparing one of the broadcast signatures
7 having content ancillary information associated therewith
8 only to others of the broadcast signatures having associated
9 therewith substantially the same content ancillary
10 information.

1 35. The method of claim 34 wherein the comparison
2 of broadcast signatures comprises the following:

3 comparing the one broadcast signature to others of
4 the broadcast signatures not having associated therewith any
5 content ancillary information.

1 36. The method of claim 34 wherein the one
2 broadcast signature is a first broadcast signature, and
3 wherein the comparison of broadcast signatures comprises the
4 following:

5 comparing a second broadcast signature to others
6 of the broadcast signatures not having content ancillary
7 information associated therewith, wherein the second
8 broadcast signature also does not have content ancillary
9 information associated therewith.

1 37. The method of claim 34 wherein the content
2 ancillary information is a media link.

1 38. The method of claim 37 wherein the media link
2 is a URL.

1 39. The method of claim 37 wherein the media link
2 is a code referenced to a URL.

1 40. The method of claim 37 wherein the media link
2 is a trigger.

1 41. The method of claim 34 wherein the content
2 ancillary information is closed captioning information.

1 42. The method of claim 34 further comprising
2 comparing the one broadcast signature to a reference
3 signature, wherein the reference signature is selected from
4 a library of reference signatures based on the content
5 ancillary information.

1 43. The method of claim 42 wherein the content
2 ancillary information is a media link.

1 44. The method of claim 43 wherein the media link
2 is a URL.

1 45. The method of claim 43 wherein the media link
2 is a code referenced to a URL.

1 46. The method of claim 43 wherein the media link
2 is a trigger.

1 47. The method of claim 42 wherein the content
2 ancillary information is closed captioning information.